

KENTUCKY HISTORICAL SOCIETY

MARKETING COMMUNICATIONS COORDINATOR

The Kentucky Historical Society (KHS) is seeking a **Marketing Communications Coordinator**. This is a full-time position based in Frankfort, Kentucky's capital city.

If you have a passion for Kentucky history and enjoy working in a museum setting with educators and historians, this could be the job for you.

The Marketing Communications Coordinator supports KHS's Marketing Communications team in planning and coordinating marketing and/or communications projects. This person oversees the daily implementation of these projects and ensures their timely delivery. They report to the Director of Marketing Communications, and work closely with existing Marketing Communication personnel and serve all KHS staff.

The position will manage the writing and production of print, direct mail, broadcast and online communication tools to deliver KHS messages in an integrated and timely manner. Experience in effective project management and in writing and/or editing for publications, websites and social media is required.

The goal is to advance KHS's position with our members and constituents; drive broader awareness and donor support for the organization; attract visitors to the Kentucky History Center & Museums; and to promote the value of Kentucky's history.

DUTIES & RESPONSIBILITIES:

- Leads or assists in the planning and creation of programs and materials to publicize KHS's mission, programs, services and events, both externally and internally.
- Helps identify, develop and implement communications and media strategies and/or policies that successfully deliver information and key messages to KHS's audiences.
- Assists in planning and implementing KHS signature events.
- Develops and maintains media relationships so that media present information to the public in a positive manner that informs and educates them on KHS's mission.
- Assists with internal communications.
- Counsels assigned units about communications and marketing goals and strategies that meet unit goals.
- Counsels KHS staff regarding adherence to KHS branding policies and procedures.
- Attends meetings with outside Cabinet agencies (et al.) on director's behalf, as assigned.
- Other duties as assigned.

QUALIFICATIONS:

- Experience - Minimum 2 years professional experience working on an organization's marketing communications efforts (preferably non-profit or educational).
- Education - Bachelor's degree (minimum) in marketing, business administration, communications, advertising or related field.
- Must have a clear grasp of marketing and branding concepts and best practices
- Communication - Ability to write and communicate effectively with KHS's audiences as well as staff, volunteers, and outside vendors
- Computer Skills – Basic Internet, word processing, database management, spreadsheets, and email use. Knowledge of website and social media best practices. Creative Cloud design programming experience helpful.
- Work Environment - Must be able to manage multiple projects from concept to completion.
- Availability - Must be willing to work some evening, weekends and holidays, and occasionally travel.
- Physical Demands – Must be able to lift materials of up to 25 lbs. Must be able to stand for long periods of time.

SALARY and BENEFITS:

\$33,644.64. Benefits include paid health and life insurance, vacation and sick leave, holiday pay, state retirement, and optional deferred compensation plan. *Note: This is a non-merit position.*

APPLICATION DEADLINE:

May 5, 2019

TO APPLY:

Email cover letter, resume and at least 3 work samples to khs.hr@ky.gov. No phone calls please.

Equal Opportunity Employer M/F/D

The Kentucky Historical Society is a state agency and membership organization that has full American Alliance of Museums accreditation. Our mission is to educate and engage the public through Kentucky history in order to confront the challenges of the future.